Website Development for Association Solidarité Féminine
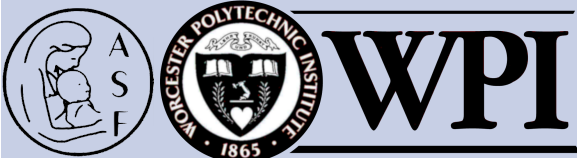
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Website Development for Association Solidarité Féminine

An Interactive Qualifying Project Report

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Abstract

The purpose of this project was to create a website for the Association Solidarité Féminine organization (ASF) by understanding the mission, outreach, the client base, and the constituents. We accomplished our goal by examining the historical context of women in Morocco, NGO promotion strategies, and web design and maintenance for a targeted audience. Our research helped us to develop a functional website.

Executive Summary

        In Moroccan culture, motherhood is a woman's greatest accomplishment. However, impregnation outside of marriage is a controversial topic, thus unwed mothers are often shunned by their families and society. Amidst the uprising of NGO's, Association Solidarité Féminine was founded to support women's rights and prevent child abandonment. While the organization has various constituents, the constituents for the website were restricted to its targeted audience, donors and volunteers. In an effort to reach the targeted audience and meet the requirements of our sponsor, the website was developed in French. To reach this goal, we focused on three requirements; planning, developing, and delivering content.

        To determine what content would be included in the website, observations of the organization and its functionality were made. These observations are included in our site description below.
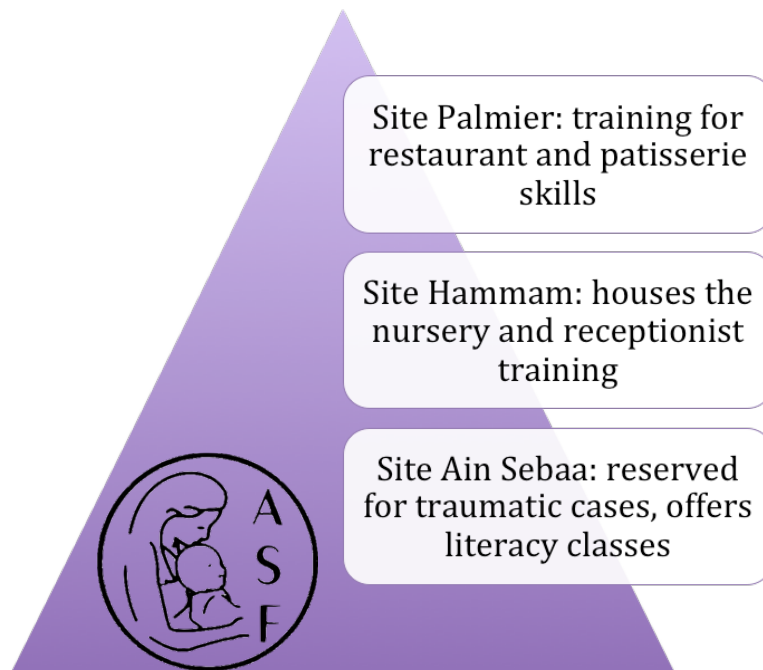

Figure 1: Site descriptions of Association Solidarité Féminine

Methodology

        The goal of our project was to develop a website for the Association Solidarité Féminine. To meet our goal, we completed the following objectives:

1.   Understand the mission and outreach goals of the organization
2.   Understand the client base and the constituents
3.   Develop a website template and recommendations for website maintenance

1.
- Made observations of the clients and unwed mothers
- Conducted a site assessment of the organization
- Informal interviews with administrators

2.
- Informal interviews of client base to find out if they knew about ASF
- Informal interviews with target audience

3.
- Performed research and found case studies relevant to developing a website
- Developed a website template
- Used Wordpress to a create website

Figure 2: Methodological steps to achieving objectives

Results and Discussion

        The information in this section is separated into the objectives identified in methodology section.

Objective 1: Understand the mission and the outreach goals of the organization

        Our informal interview with the administrators at ASF furthered our understanding of the mission, goals, and structure of the organization. From this informal interview, we learned about the structure of the organization. The job title of "administrator" is similar to what Americans identify as a social worker. The goal of the social workers is to "mediate conversations between the mother, her family, and the father" (Association Solidarité Féminine Reconnue d'utilité publique, n.d.). This aids the organization's overall mission "to prevent child abandonment by the socio-economic rehabilitation of unwed mothers" (Association Solidarité Féminine Reconnue d'utilité publique, n.d.).

ASF offers services at three locations. The first location is in Ain Sebaa, Casablanca. This site is specifically for mothers that are new to the three-year program and need additional mental and emotional support. If a woman has not received proper education previously, literacy and writing classes are available at this site. After a period of six months, the mothers meet with their social worker and psychologist to determine if they can continue their training at either the hammam, patisserie, or restaurant.

The hammam, which is a Turkish bathhouse, provides spa treatments, hair care treatments, and massages. The women who are receptionists at the hammam must have completed a high school education. The hammam is located in a three-story building, which also includes a nursery, offices, and women's only gym. On Mondays, the hammam facilities are closed, allowing the women to spend time with their children.

The last site is the patisserie and restaurant.

The restaurant and patisserie are open Monday through Friday, 9:00 to 17:00. At this site, the women are trained how to cook, bake, and operate a restaurant.

Objective 2: Understand the client base and the constituents

In our efforts to understand the client base, we conducted informal interviews with two mothers apart of the organization. Above all else, ASF prioritizes the privacy of the unwed mothers. These women constantly face negative judgments and are often fragile. ASF graciously allowed informal interviews with two women currently in the program. From the informal interviews, we found that the mothers learned about ASF in two different fashions. The first mother discovered ASF through their Facebook page. The second mother found ASF by referral from another women's organization in Morocco. Although not every mother's situation is the same, the answers they gave helped us gauge how potential clients find out about ASF and its services.

To evaluate community awareness of the agency and its mission, we conducted informal interviews in the Quartier Palmier district of Casablanca, where ASF is located. The results from the interview are located below in Figure 3:
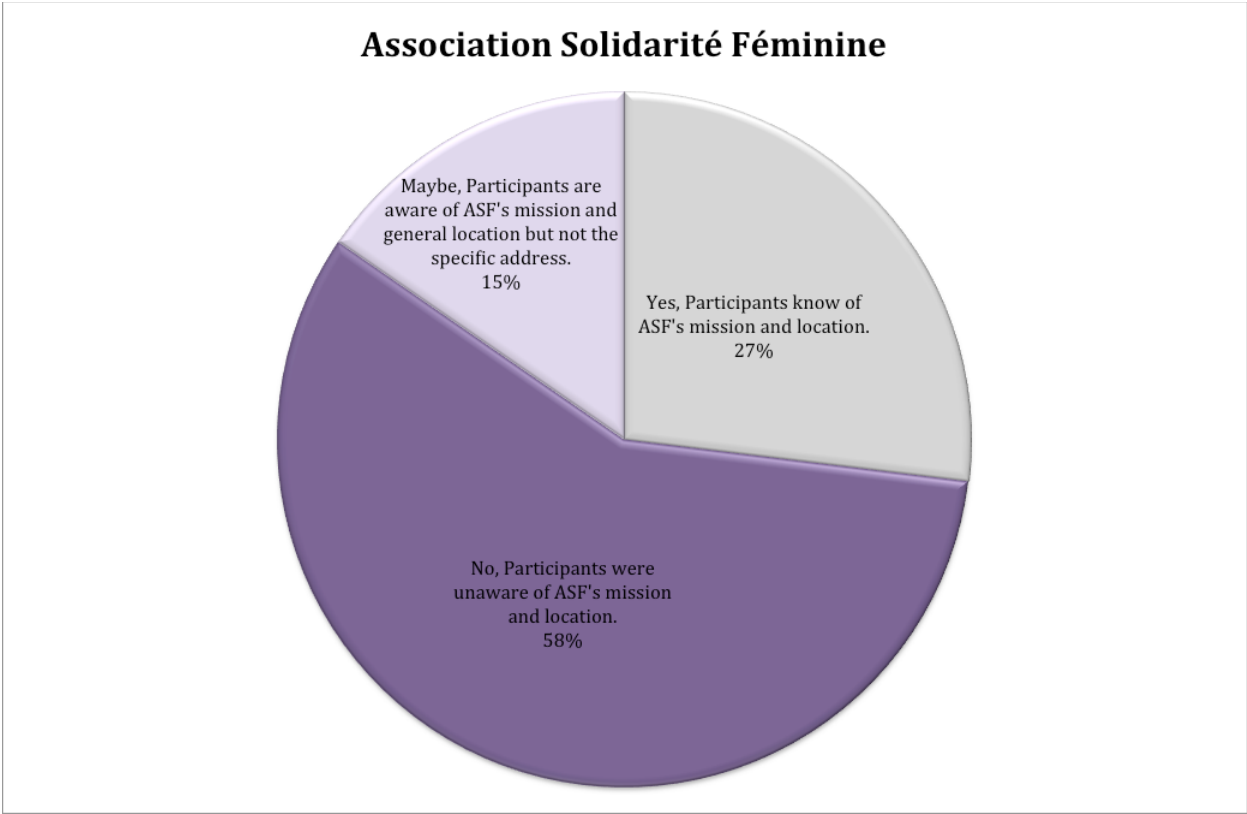
Figure 3: Results of informal survey collected from a sample of Casablanca community

From our interviews we found that male business owners tended not to know about ASF, however, women that worked in community did. We found this information to be important for our own knowledge about the organization's presence in the community.

Our sponsor wanted our group to create a website for the purpose of promoting the positive work that the organization does while also trying to reach out to donors and well-educated volunteers who speak French. The constituents, specifically for the website, were determined to be donors and volunteers. From this knowledge and clarity, we developed ways for the website to appeal to the determined constituents.

Objective 3: Develop a website template and recommendations for maintenance

After extensive research of web design, we developed a website template. One of the most essential features on a website is the logo. A successful logo is characteristically one that customers can immediately associate with the company. Based on observations made from various websites, the logo should be placed in the top left corner of the webpage and have boarding empty space to distinguish it from the rest of the web functions.

Best practices in web design means capturing the attention of the user. This can be done with color, by appealing to the constituents' emotions, and navigation options on the site. To appeal to the audience, we used purple because it is the organization's color. Also we used a neutral purple color scheme to help the website look more appealing to the eye. To appeal to the constituents' emotions, we added personal stories from the mothers and inspirational facts about the organization's accomplishments. To make the website easily navigable, we incorporated a search bar.

There are five key components to a successful website. This consists of subject and goals, organization of the website's features, ease of use, security, visual appeal, and spelling and grammar. We incorporated all of these in our web template and recommendations. The organization has a set mission "to prevent the abandonment of children born outside of the institution of marriage" (Association Solidarité Féminine Reconnue d'utilité publique, n.d.), which is important to represent accurately. We worked with the administration to ensure that the site reflects the appropriate tone and information of the organization.

After extensive research, we decided to model our template after other NGO websites. It is helpful to model ASF's website after successful NGO's because they have similar goals and aspirations. We used information from our previous objectives, site assessments, and informal interviews to develop a website template that promoted the organization.

After receiving feedback on the template, we constructed the website using Wordpress. We determined Wordpress was the most accessible and feasible website building platform based on set criteria. The website can be found at https://solfem.wordpress.com/. The information located in each tab can be found in Appendix D.

Discussion

Completing the three objectives allowed us to achieve our goal, which was to develop a website for Association Solidarité Féminine. We found that clarifying the purpose of the website with our sponsor was the most helpful attribute to the development of a functional website.

Site Observations of Association Solidarité Féminine

From the interview data, there were two goals as stated by the executive members and the administrators. While the executive members follow the public mission "to prevent child abandonment by socio-economic rehabilitation of unwed mothers", the administrators focus is on reconnecting families that were damaged by the news of the pregnancy outside marriage. Both efforts are important and add value to the organization, and ultimately contribute to the overall mission. The vibe of the organization that the staff members exhibit is one of solitude and mystery. This observation is due to differences in how women behave. The lack of public involvement at the organization was unusual

to see at first. Learning more about the culture and the organization aided to our understanding that the lack of public involvement was intentional and aimed to secure the women's privacy and help them feel safe in their environment. Enforcing privacy is one of many selfless acts ASF takes to support the women in the program.

Reflection on Association and its client base

Gauging the public's knowledge of ASF was originally thought to be important in order for us to achieve our goals. However, we adapted our objectives to target donors and volunteers. Because the constituents narrowed from the local community to French speaking donors and volunteers, the sample is no longer representative of the constituents and therefore is negligible for its original purpose. The information did, however, provide clear evidence that the majority of local residents and business owners that we polled do not know about ASF's mission or location.

We also engaged with the unwed mothers but due to the organization's efforts to protect the women's privacy, we were only able to interview two women. Our topics and questions were monitored by one of ASF's employees in an effort to protect the women from uncomfortable or sensitive areas of conversation. The women we interacted with were shy, but their strength was apparent. Drawing from the information regarding norms for women in our literature review, ASF accurately highlights the plight of unwed mothers in Morocco.

Cultural Differences

The one aspect of this project that we learned the most about was the challenges faced by unwed mothers in Morocco. Prior to coming to Morocco, extensive research was completed on the plight of unwed mothers and the women in general. However, spending time alongside a Non-Governmental Organization was a different experience. In the United States, any qualified person can research, reach out, and volunteer at a NGO. This was not the case here in Morocco; exacerbated by the fact that being an unwed mother is taboo. Although they requested a website be created, ASF prioritized maintaining the women's privacy. Many of the pictures on their Facebook page had faces crossed out. Almost any website in the United States has personable pictures to aid the website's emotional appeal. Stories of the women's lives and inspirational facts about the organization were implemented to serve the same purpose as the pictures.

Overall, our site assessments and informal interviews provided the most information to us about the organization. The organization's loyalty in protecting the women's privacy was inspirational. Although it added unforeseen obstacles, it reinforced our production of a website that aids to the organization's needs and displays a culturally respectful and positive image.

Recommendations

Our recommendations are intended to offer positive suggestions as a means to improve various aspects of the ASF organization. Our recommendations are as follows:

Recommendations for Association Solidarité Féminine

- Develop an incentive for "Mother of the Month"
- Features for website such as "Like us on Facebook" button and calendar events button
- Training in coding for women as a vocational skill
- Use or develop own website

Figure 4: Recommendations for the organization

Conclusion

The increase in NGO's over the past thirty years combats the inequalities between men and women. Association Solidarité Féminine was the first NGO in Morocco to support unwed mothers. The organization itself has "deconstructed a social cultural taboo in order to change the social perception towards single mothers" (Lambert, 2011).

The conclusions made from the site assessment, informal interviews, and observations reinforced our production of a website. With greater outreach and promotion, the website can facilitate an increase in donations and volunteers. Donations and volunteers continued to be necessary in supporting the operation of the organization.

With the recommendations provided to the organization and the development of a functional website, Association Solidarité Féminine has the capability to combat "child abandonment by the socio-economic rehabilitation of unwed mothers " (Association Solidarité Féminine Reconnue d'utilité publique, n.d.).

Acknowledgments

Authorship Page

Abstract	Written by all four members; Edited by all four members
Executive Summary	Written by all four members; Edited by all four members
Chapter 1: Introduction	Written by Lexi Crowell; Edited by all four members
Chapter 2: Literature Review	Written by all four members; Edited by all four members
Chapter 3: Methodology	Written by Lexi Crowell and Julie McLarnon; Edited by all four members
Chapter 4: Results and Discussion	Written by Lexi Crowell, Julie McLarnon, Sara Velleca; Edited by all four members
Chapter 5: Recommendations and Conclusion	Written by Lexi Crowell, Julie McLarnon; Edited by all four members

Table of Contents

List of Figures

Chapter 1: Introduction

Over the past thirty years, Morocco has seen an increase in Non-Governmental Organizations (NGO) due in part to the inequalities between men and women. The goal of these NGOs has been to help women economically, mentally, and socially in Moroccan society, and to increase opportunities available to them. The organizations are divided into two groups: political action and service for the community. Prior to the rise of these agencies, the Moroccan government "supported programs that targeted women" (Bordat et al, 2011). However, these programs primarily taught women how to cook, clean, and knit; skills that only benefited the home rather than their overall economic status.

The focus of these organizations is not only on women's rights, but more specifically on the marginalization faced by unwed mothers. Because Morocco is an Islamic nation, religion heavily influences the culture, therefore, pre-marital sex is forbidden. The largest growing issue amongst women in Morocco is becoming an unwed mother because "in Morocco, and in most Arab countries, the issue of single mothers is still a taboo" (Majbar, 2013). The plight that unwed mothers face is what inspired Aïcha EchChenna to found Association Solidarité Féminine (ASF) in 1985.

ASF began in a basement and has expanded to three centers over the past 30 years in the city of Casablanca. This includes two sites in the Palmier district and another in Ain Sebaa. The organization has 35 employees and 7 full time volunteers, in addition to interns and students. The organization supports around 50 unwed mothers and their children annually. Their aim is "to promote the rights of women and children", their mission is "to prevent the abandonment of children born outside of the institution of marriage", and their objective is "to prevent child abandonment by socio-economic rehabilitation of unwed mothers" (Association Solidarité Féminine Reconnue d'utilité publique, n.d.).

ASF was significant during the rise of NGOs in the 1980's because it was the first NGO in Morocco to support unwed mothers. Additionally, ASF was the first and only organization to provide aid and education to unwed mothers in order to build independence and self-confidence. The organization itself has "deconstructed a social cultural taboo in order to change the social

perception towards single mothers" (Lambert, 2011). While Association Solidarité Féminine receives recognition internationally, it is not well known locally in Casablanca (Mental Health Weekly, 2009). Consequently, the goal of our project was to develop a website for the Association Solidarité Féminine. This platform was designed to promote the mission and objectives of the organization, provide opportunity for outside donations, and serve as a searchable resource for women in need of assistance.

Chapter 2: Literature Review

In this chapter, we discuss Association Solidarité Féminine and the historical context for the support of women in Morocco, NGO promotion strategies, web design for a targeted audience, and web maintenance. We also compared and contrasted two case studies that assessed good qualities for website development and how to target a specific clientele.

2.1 ASF and the historical context for the support of women in Morocco

Morocco has seen an increase in women's empowerment movements, in which they have lobbied for changes in laws regarding women rights (Moghadam, 2003). However, this shift is not widely accepted, especially by those who feel that these changes undermine the defined roles in traditional family roles. Some also believe that independent women take away from the man's ability to provide for the family because they are expected to become housewives and caretakers (Moghadam, 2003). Globally, more women are finding job opportunities outside of the home. The transition has been challenging, with both sexes seeing ramifications. Although movements are being made towards women's rights, the definition of equality in Morocco still presents consequences for women.

In Moroccan society, being a mother is the greatest accomplishment a woman can have. Before marriage, young girls are taught to maintain their youth and innocence (Jay, 2011). However, if a woman is impregnated out of wedlock, her family disowns her, the future husband leaves her, and the only lesser being than herself is the child that she bears (Lambert, 2011). Unwed mothers are cast down further in society to the same social standings as a prostitute.

In the early 1980's, Aïcha EchChenna witnessed a young mother give up her child to a social worker. This event inspired her to found Association Solidarité Féminine just 5 years later (Lambert, 2011). Association Solidarité Féminine began in a small basement in Casablanca, and has now grown to three successful sites. Each site provides training for the women as well as a second chance to rebuild self-esteem and a better life for their children.

Figure 1: Site Ain Sebaa, the hammam, and the patisserie and restaurant

Association Solidarité Féminine offers services at three locations. The first location is in Ain Sebaa, Casablanca. This site is specifically for mothers that are new to the three-year program and need additional mental and emotional support. If the women do not have an education, literacy and writing classes are available at this site. After a period of six months, the mothers meet with their social worker and psychologist to determine if they are ready to continue training at the hammam, patisserie, or restaurant in Casablanca.

The hammam, which is a Turkish bathhouse, provides spa treatments, hair care treatments, and massages. The women who are receptionists at the hammam must have completed a high school education. The hammam is located in a three-story building, which includes offices, a nursery, and a women's only gym. The hammam is open Tuesday through Friday, 8:00 to 16:00. On Mondays, the hammam facilities are closed, allowing the women to spend time with their children. The last site is the patisserie and restaurant. The restaurant and patisserie are open Monday through Friday, 9:00 to 17:00. At this site, the women are trained how to cook, bake, and operate a restaurant. Every six months, the women are evaluated and are given the opportunity to change sites or continue their current training.

2.2 NGO promotion strategies

Understanding how to promote a sensitive mission requires unique promotion strategies that cater to sensitive clientele. Association Solidarité Féminine is a Non-Governmental Organization (NGO) that protects the rights of unwed mothers. A NGO is defined as an organization that is not financially supported by the government (S.S., 2016). Although NGOs

are not considered businesses, there is much to learn from business focused marketing strategies. According to Philip Kotler, international marketing expert, the best way to promote an organization is "by keeping in constant touch with the organization's various constituencies [and] uncovering their need and expectations for the organization…"(Kotler, 1987, p.5).

Network for Good, an online fundraising platform, states that all marketing strategies must include essential components, but the components must be adapted to the organizations needs. Every marketing strategy must be tailored to its perspective organization in efforts to market the mission and goal. In an effort to display strategies that promoted ASF, we modified a mind map from Network for Good. Figure 4 depicts the components that were essential to the development of promoting ASF.
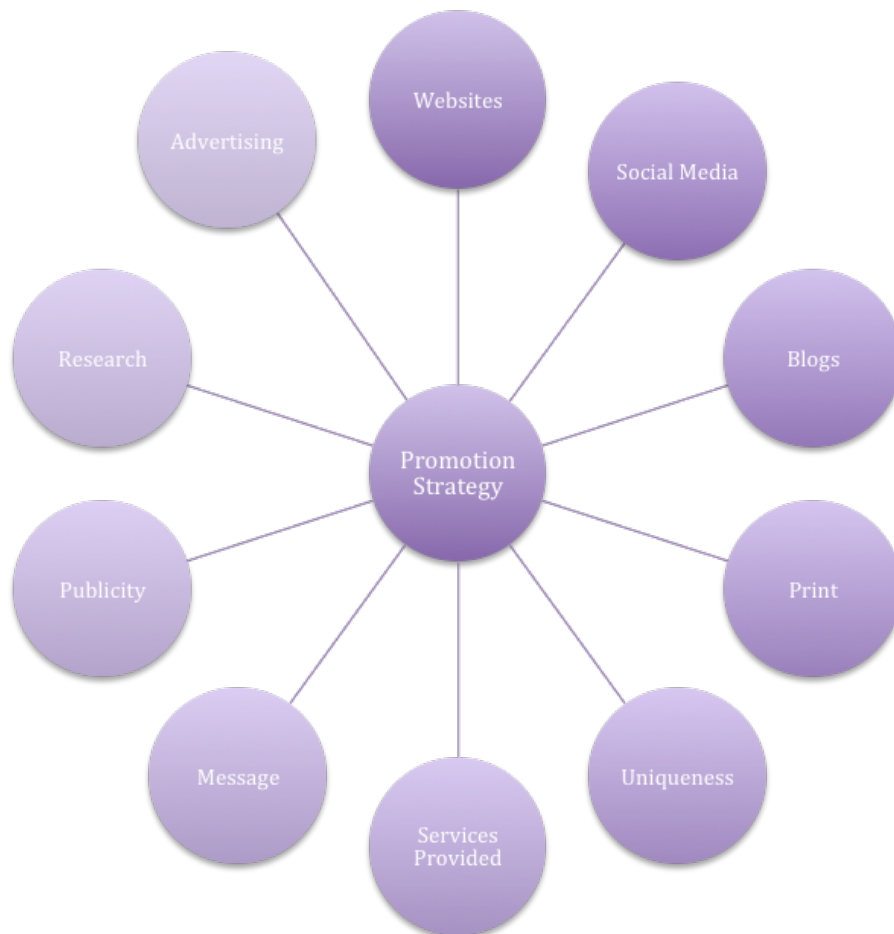
Figure 2: Promotion strategies adapted from Network for Good

When creating a promotion strategy, it is important to start by creating "the message" (Network for Good, n.d.). The message states the mission and purpose of the organization and the service that they provide. It is crucial that the message be framed from the constituents' point of view. Constituents are defined as "anyone that is affected by the organization including volunteers, donors, board members, and clients" (Network for Good, n.d.). When creating a "message" the organization must appeal to the constituents by following the Connect, Reward, Actionable, and Memorable (CRAM) method. The message should "*connect* to the things the constituents care about, identify and offer a compelling *reward* for taking action, have a specific, feasible, and clear call to *action*, and to make the message different, catchy, and personable, making the organization *memorable*" (Network for Good, n.d.).

The next step is to research tools that can be used to reach out to the constituents and promote the organization. A list of possible tools can be seen in Figure 4 above. It is important for the NGO to have a tailored mix of digital and print tools that are appealing to the constituents. Once a NGO has created its message and chosen the proper tools, they can begin promoting. For our project specifically, we focused on developing a website as well as promoting the message of the organization.

2.3 Web design for a targeted audience

Successful web design for ASF needs to meet the conventions of Moroccan standards. For example, the government regulates social media, newspapers, and television throughout Morocco. Due to various rules in the Moroccan Press Code, it can be hard to learn about NGOs that address or combat controversial subjects. Journalists tend to avoid three taboo topics, namely of the monarchy, Islam, and territorial integrity. The Press Code was revised in 2002. Recent adaptations allow penalties, from fines to imprisonment, be allocated to anyone who publishes information that is considered provocative (Zaid et al., 2011). Moroccan officials enforced these laws in efforts to decrease any media that reflected Morocco in a negative manner.

One of the many ways Moroccans use media is through Internet services. By the end of 2013, Morocco had switched technologies to providing high speed Internet across the country (Zaid et al., 2011). Internet accessibility has made it possible for NGO's to reach donors and volunteers worldwide. While the Internet allows international outreach, organizations still face challenges in promoting their mission. Many aspects of website development and marketing must be addressed before a website can be considered ideal.

Moroccan websites face challenges in regard to the language. Moroccans speak Arabic, French, and some English. French is taught universally and is commonly Moroccans second language. French is the primary language used by businesses, educational institutions, and the Government. A French linguistics test is required to qualify for a job. A website in French will target audiences that are more likely to be donors and well-educated volunteers. It is important to identify who the constituents are to understand the best method of appealing to the audience (What is a Stakeholder, 2016).

While the women in the organization can be considered constituents of the organization as a whole, the constituents for the website will be restricted to its targeted audience, donors and volunteers. Since the website should appeal towards donors and volunteers, we had to consider the various aspects of a website that were important. Figure 5 depicts the important topics.
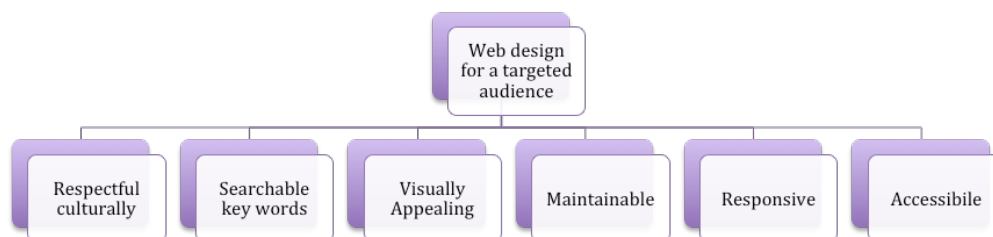

Figure 3: Web design for a targeted audience

The website needs to be culturally respectful due to the negative stigma that unwed mothers face in Moroccan society. In this culture, women and children's faces are not to be shown in visual media on websites. This is important because the agency protects the women and children's identities. The website should have searchable key words such as "unwed mothers" and "Non-Governmental Organizations." This will allow the organizations website to appear in relevant Google searches. The website should be visually appealing including a uniform color scheme, readable fonts, and information in the proper language. The website should be navigable and responsive on any device. Adaptability of the website is a key factor as to ease maintenance in the future.

2.4 Website Maintenance

Feasibility of the site will be accomplished by making the website easy to maintain so the Webmaster can make edits and changes without problems. The importance of a website for NGOs is to allow constituents to make donations and learn about the organization, since "without the website, it is nearly impossible for them to find this kind of information out, no matter how large or small the organization is" (Gardener, 2012). Feasibility and adaptability are two key components in the beginning stages in developing a website.

There are three steps to make a website. First, choose a website building platform. Secondly, choose a website address. Thirdly, setup and customize your website (Mening, 2016). There are a variety of website building platforms available. In order to determine the best one for our purposes, we identified a set of criteria, depicted below in Figure 4:

Figure 4: Criteria for website platforms

Knowing how to code is a huge asset in today's technology driven world. Hiring someone to code a website would be ideal, but costly. Therefore the platform should be easy to use, have no need for coding experience, and have preset themes to pick from. Additionally, it had to be popular enough that it had web tutorials so the inexperienced can still use it effectively. The three most popular site-building platforms in 2016 are Wordpress, Drupal, and Joomla (Mening, 2016). After researching all three platforms and screening them through our criteria, it was determined that Wordpress was the desired platform.

Wordpress powers 26% of the Internet (Wordpress, 2016). As desired, Wordpress is free and beginner friendly. Users note, "If you know how to use Microsoft Word, you already know how to add your own content"(Mening, 2016). Wordpress is adaptable to all sorts of needs, from personal blogs to huge corporate websites including eBay, Mozilla, Life, CNN, and NASA (Mening, 2016). Once the platform and database are configured, the website can be constructed. Once that is complete, the built in post editors are the only things that need to be updated. This is to keep the web pages current, which is a simple process (Tragellis, Lopez, & Ilyashenko, 2010). This is the exact reason Wordpress was ultimately chosen. Additional themes and pages host the option for writing and implementing original code. This is an optimal choice for a user with

previous coding knowledge and want to add advanced features to the website. However, it is not necessary. Another great aspect of Wordpress is it is responsive, meaning it works on desktops, tablets, and mobile devices. It adapts for the ease of viewer visibility.

Although Wordpress passed the criteria and is recognizably the best option, there are downsides that were taken into consideration. Wordpress, although free, has bonus packages that have monthly costs. The downside to the free option is that Wordpress brands their company on your webpage. It is not negative to be associated with Wordpress, but their branding might take away from the viewers focus on the ASF website. The packages range from 21 MAD/month to 243 MAD/month (Wordpress, 2016). The packages give additional features including, depending on the package, additional to unlimited storage space, and the removal of Wordpress advertisements, as well as many other bonuses. Immediately after learning this, the thought of a package seemed like a fiscally sound decision. The packages do offer a significant amount of desirable features but through more research, over 25,000 free plugins were uncovered. Plugins are free services and features that you can download on your server to advance your Wordpress experience. "Wordpress can be expanded with free plugins to handle just about any site you can imagine – from gorgeous business pages to social networking sites. With "plugins" you'll be able to add contact forms, subscription forms, image galleries and so on for your website" (Mening, 2016). The combination of the free Wordpress package and the free plugins is sufficient for practically every feature desired for the ASF website.

2.5 Case studies for website design and implementation

We evaluated two case studies that highlight the positive aspects of website design. We reviewed both student and professional studies which provided balance between challenging ourselves and developing a realistic approach to developing a functional website. Essential topics addressed in both texts were dissected and incorporated into a plan of action.

1. Gravitate Company

Gravitate is a digital marketing and design agency based in the United States. Since their founding in 1999, Gravitate has worked with a broad range of companies. This fact is one of many reasons they are a great resource. Their ability to adapt their strategies based on the client's

needs is extremely helpful because ASF is a relatively small organization and will need a different marketing strategy than, for example, Fortune 500 companies. This case study examines different web designs for companies, such as focusing on the layout and how the websites were built. Their approach is to be "digital experience architects who solve problems and grow business" (Us, Duh, 2016).

2. PIP Shelter

The second case study is a report completed by students at Worcester Polytechnic Institute, in the United States in 2004. Their project was to develop a new website for the PIP Shelter with a goal of improving public relations. The website was constructed to add a positive image for the shelter, as well as simplifying the website so the organizations members could manage it themselves. The project is similar to ours with regards to the user's needs, experience with technology, project goals, and budgeting (Neirinckx, Krolick, Kelley, & Beaudoin, 2004).

The similarity between both Gravitate and PIP Shelter is that the studies focused on the needs of the constituents and sponsors. One of the best lines Gravitate uses to explain their process is as follows; "We draw from our clients' business goals and their specific user needs to audit existing content and then create a comprehensive plan for future content—clearly defining which content will be published and why"(Us, Duh, 2016). The process not only focuses on the client's needs, but also achieves the desired deliverables. In order to get these results, Gravitate focuses on three things; planning, developing, and delivering content (Vernon, 2016).

Furthermore, the PIP shelter team focused on their sponsor's needs. This project researched and analyzed various methods for creating a website. Because the client had little experience with technology, the PIP Shelter team presented them with all the options and features available. Ideally, the team would have solved used problem with rapid-prototyping which involves using short intervals between drafts of the website and making constant changes as the sponsor requests them. The issue of timing arose and the team had to come up with the next best solution. The team was able to use some of the benefits of rapid prototyping while also staying within an achievable time schedule to create a successful and ideal website for their sponsor. The base of this is to present a list of functions that would be beneficial for the website

and have the sponsor provide feedback. Alongside this, the team was able to decipher the pros and cons of the current website (Neirinckx et al, 2004).

Integrating both methods will be a key part of the success of our project. Incorporating the professional process that Gravitate uses gave us the competitive edge we needed to make a functional website for Association Solidarité Féminine. With a rigorous timeframe of only 7 weeks, the challenges addressed by the PIP shelter team helped us create a feasible schedule.

2.6 Summary

From our literature findings, we learned that each topic worked collectively to better our understanding of website development for a NGO. Furthermore, we learned that promotion strategies included developing a website that appeals to the needs of the organization and the constituents. The constituents included donors and well educated volunteers. French is the universal language used by businesses, educational institutions, and the government. In an effort to reach the targeted audience, the website was developed in French. We identified key components in the literature review that were significant to the development of a functional website. We explored different studies and modules to determine the best website platform. Incorporating the successes and failures from the case studies furthered our knowledge of website development.

Chapter 3: Methodology

The goal of our project was to develop a website for the Association Solidarité Féminine. To meet our goal, we accomplished the following objectives:

1. Understand the mission and outreach goals of the organization
2. Understand the client base and the constituents
3. Develop a website template and recommendations for website maintenance

3.1 Understand the mission and outreach goals of the organization

Our first objective assessed the Association Solidarité Féminine (ASF) organization and its functions. To accomplish this objective, we made visits to the organization and conducted a site assessment. The site assessment was designed to gather information, including observations of how the organization is set up and maintained. We toured the hammam, the nursery, and the patisserie. We also conducted informal interviews with the administrators to better our understanding of the services that ASF provides to unwed mothers. As we had found it difficult to find information about the organization on the Internet, informal interviews were more feasible for assessing the organization's functions.

Informal interviews were conducted at the patisserie and the hammam with our sponsor, social workers, and two unwed mothers. The questions from the informal interviews can be found in Appendix A. The site assessment and informal interviews with the administrators contributed to the development of a website template.

3.2 Understand the client base and the constituents

For our second objective, we collected qualitative data from unwed mothers and the target audience. To accomplish the second objective, we conducted informal interviews to gauge how knowledgeable the public was about the organization as well as how the unwed mothers first heard about the organization. We questioned the community in five different locations, due to the fact that ASF has two sites: one located in Casablanca and the other located in Ain Sebaa. In Casablanca, we assessed four different sites: the neighborhood in which the hammam and patisserie resides, a shopping center, the train station, and the tram station. We specifically chose these four sites in Casablanca because we wanted information from a diverse audience. In Ain

Sebaa, which is a smaller city, we sampled the neighborhood in which ASF resides in and the train station. The informal questions asked during these interviews can be found in Appendix B.

In addition to assessing the community, we also conducted informal interviews with the unwed mothers. The data that we obtained from their answers helped us to provide recommendations for the creation of the website. The informal interview questions can be found in Appendix C.

3.3 Develop a website template and recommendations for maintenance

Our third objective was to develop and give recommendations for creating a website. Our online research consisted of reviewing case studies, observing websites of similar NGOs, and referencing papers written by marketing experts. We were able to conclude what materials were essential for the website and what features were used to display it. Through our efforts to understand the organization, we learned about cultural differences and more specifically, how organizations represent themselves online. In an effort to make the website respectful of the culture, we adapted our website's features accordingly. We also utilized website modules and watched tutorials from perspective websites. Wordpress was chosen to combat our sponsor's lack of experience in website design as well as aid to the necessity for website tutorials in French. With this knowledge, we were able to develop a website template and provide a set of recommendations for the Association Solidarité Féminine on website maintenance.

Chapter 4: Results and Discussion

4.1 Results

This chapter outlines both the results and discussion of the information collected by our team. The information in this section is separated into the objectives identified in methodology.

Objective 1: Understand the mission and the outreach goals of the organization

Our informal interview with the administrators at Association Solidarité Féminine furthered our understanding of the mission and goals of the organization. From this informal interview, we learned about the structure of the organization. The job title of "administrator" is similar to what Americans identify as a social worker. The goal of the social workers is to "mediate conversations between the mother, her family, and the father." This aids the organizations overall mission "to prevent child abandonment by the socio-economic rehabilitation of unwed mothers " (Association Solidarité Féminine Reconnue d'utilité publique, n.d.).

When a woman first begins the program, she is evaluated on her literacy skills to assign her to a starting location. The women are also assigned a social worker and psychologist who works with them throughout their time at ASF. ASF facilitates meetings between the women, their families, and the child's father, if the mothers wish to do so. This is in an effort to establish lines of communication between the women and their families as well as construct a support system for the women once they have completed the program. The women who have proficient literacy skills and are in a sufficient emotional state are placed at the hammam or restaurant and patisserie where they work in six-month intervals until the completion of their time at ASF. The women who lack literacy skills or are in a more traumatic state start their program at the Ain Sebaa site. Here, the women receive vocational and literacy training, as well as childcare lessons. Every six months, the women are evaluated on their progress and can graduate to one of two sites in Casablanca, the hammam or the patisserie and restaurant.

The first site we toured was the hammam. The hammam is a Turkish bathhouse where only women are admitted and serviced. The services include massages, spa treatments, and hair care treatments. The women who are receptionists at the hammam are required to have

completed high school. The hammam, hair salon and reception area is located on the main floor while the upstairs houses of the executive board's offices and a nursery for 0-18 month old children. The basement, under construction at the time, hosts a women's only gym and dance studio. The hammam is open Tuesday through Friday, 8am to 4pm. On Mondays, the hammam and nursery are closed, allowing the women to spend time with their children. The second site was the restaurant and patisserie, located just a few blocks from the hammam in Casablanca. The restaurant and patisserie are open Monday through Friday, 9am to 5pm. Because the daycare isn't open on Monday, the children whose mothers work at the restaurant and patisserie are cared for on site.

Throughout the program, the women have progress evaluations every six months. During these times, the women check in with their perspective social workers and psychologists, have the opportunity to change training programs, and are encouraged to reconcile with their families" (Association Solidarité Féminine Reconnue d'utilité publique, n.d.). After the woman has completed her three-year rehabilitation program, she graduates and integrates herself into society.

Objective 2: Understand the client base and the constituents

In our efforts to understand the client base, we conducted informal interviews with two mothers apart of the organization. Due to the negative stigma that unwed mothers faced, the organization tried its best to demote the stigma by protecting and respecting the mother and her child's privacy. Therefore, we were allowed to only talk to two mothers. From the informal interviews, we found that the mothers learned about ASF in two different fashions. The first mother discovered ASF through their Facebook page. The second mother found ASF by referral from another women's organization in Morocco. We specifically needed the information about how each mother found out about ASF because it helped us understand the client base. Although not every mother's situation is the same, the answers helped us gauge how the client base finds out about ASF and its services.

To evaluate local awareness of the agency and its mission, we conducted informal interviews in the Quartier Palmier district of Casablanca, where ASF is located. The results from the interview are located below in Figure 5:
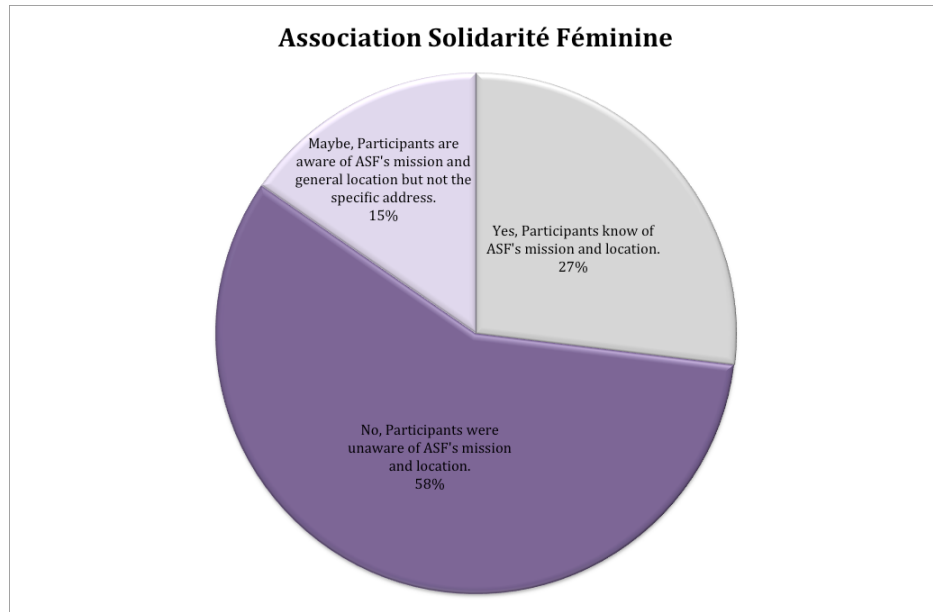
Figure 5: Informal interview results of local awareness of ASF

From our interviews we found that male business owners tended not to know about ASF, however, women that worked in community did. We found this information to be important because it demonstrated the organizations presence in the community.

Our sponsor wanted our group to create a website for the purpose of promoting the positive work that the organization does while also trying to reach out to donors and well-educated volunteers. On average, it costs the organization around 5,000 MAD to support a mother and child. Because of the organizations NGO status, it is important for the website to highlight the organizations need for donations. Our sponsor wanted to continue reaching out to volunteers. It is crucial that the volunteers speak French because they will be communicating with the administrators and outside sources. When we visited, we observed that there were four French-speaking interns that shadowed the women in the ASF program to learn about their lives and daily work. It was in our sponsors best interest to continue working with French interns, which is why it was important that the website be in French. From this knowledge and clarity, we

utilized this information to develop ways of how to appeal to the constituents when developing the website.

Objective 3: Develop a website template and recommendations for maintenance

After extensive research of website design, we developed a website template. One of the most essential features on a website is a logo. A successful logo is characteristically one that customers can immediately identify with its company. Based on observations made from various websites, the logo should be placed in the top left corner of the webpage and have boarding empty space to distinguish it from the rest of the web functions.

Best practices in website design involved capturing the attention of the user. This can be done with color, by appealing to the constituents' emotions, and navigation options on the site. To appeal to the audience, we used a purple color scheme because it is the organizations color. To appeal to the constituents' emotions, we added personal stories from the mothers and inspirational facts about the organizations accomplishments. To make the website easily navigable, we incorporated a search bar.

In addition to appealing to the audience, we also found that there are five key components to a successful website. The five key components are listed below in Figure 6:

Figure 6: Five key components to develop a successful website

This consists of subject and goals, organization of the website's features, ease of use, security, visual appeal, and spelling and grammar. We incorporated all of these in our web template and recommendations. The organization has a set mission – to prevent the abandonment of children born outside of the institution of marriage-, which is important to represent accurately. We worked with the administration to ensure that the site reflects the appropriate tone and information of the organization. We organized the information in a logical and fluid manner to best demonstrate the organization's features while also following the structure of similar nonprofit websites. The ease of use was important, and therefore we chose Wordpress because it is known for its simplicity. The basic features we added to the template require no special knowledge for operation by both the website owners and viewers. Security is important and the viewers should feel safe because the website requires no information to access it and the donate button will be linked to a secure money transferring page similar to a company such as PayPal. Visual appeal has always been a priority. The website was designed following other successful nonprofits. We also used one of Wordpress' most popular themes, which have been proven to be visually appealing as well as effective for marketing (Wordpress, 2016). The last criterion was spelling and grammar. For our template, everything posted was first written and edited using Microsoft word, which has spelling and grammar check, as small mistakes can have a negative impact on the professional image.

After reviewing various website platforms, we decided to model our template after other NGO websites. It is helpful to model ASF's website after successful NGO's because they have similar goals and aspirations. We used information from our previous objectives, site assessments, and informal interviews to develop a website template that promoted the organization. A mock of our website template can be found in Figure 7:
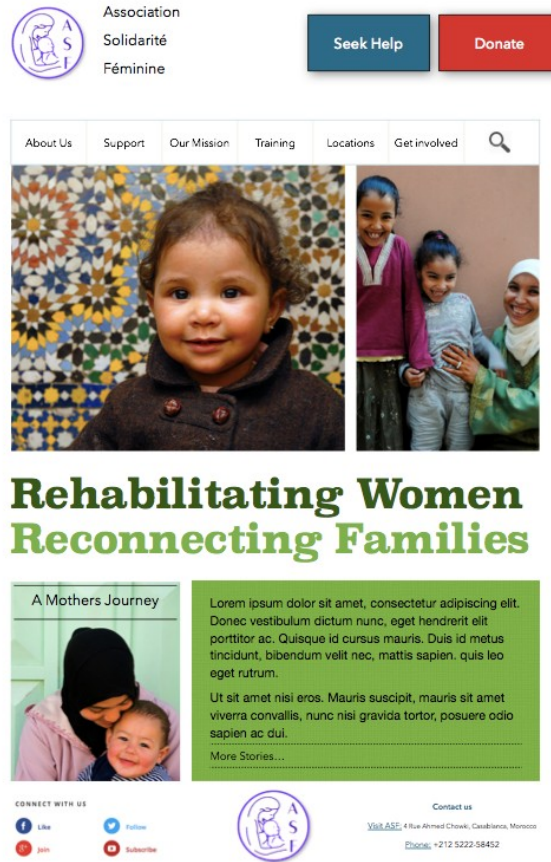
Figure 7: Mock website template

After receiving feedback on the template from our sponsor, we constructed the website using Wordpress. As mentioned before, we determined Wordpress was the most accessible and feasible website building platform. The website can be found at https://solfem.wordpress.com/ and below is a screenshot of the websites homepage.
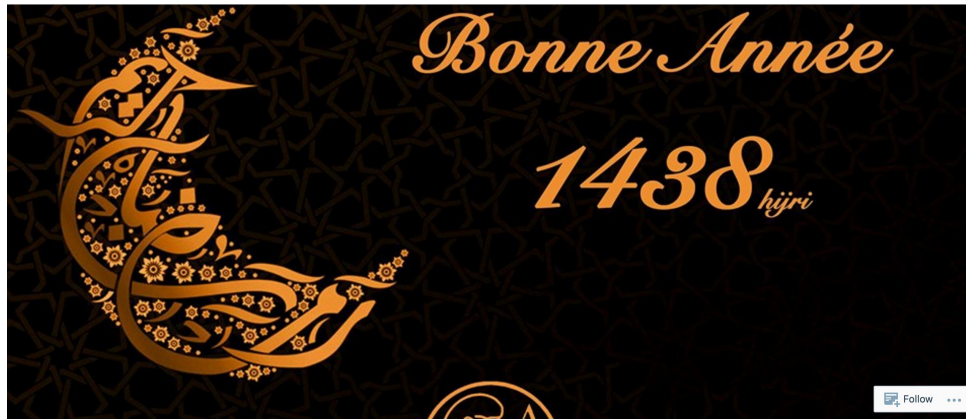
Figure 8: The organizations website generated from Wordpress

4.2 Discussion

Completing the three objectives helped us achieve our goal, which was to develop a website for Association Solidarité Féminine. We found that clarifying the purpose of the website with our sponsor was the most helpful attribute to the development of the website.

Site observations of Association Solidarité Féminine

From the interview data, there were two goals as stated by the executive members and the administrators. While the executive members follow the public mission "to prevent child abandonment by socio-economic rehabilitation of unwed mothers", the administrators focus is on reconnecting families that were damaged by the news of the pregnancy outside marriage (Association Solidarité Féminine Reconnue d'utilité publique, n.d.). Both efforts are important and add value to the organization, and ultimately contribute to the overall mission. The vibe of the organization that the staff members exhibited was one of solitude and mystery. This observation was due to differences in how women behave. The lack of public involvement at the organization was unusual to see at first. Learning more about the culture and the organization furthered our understanding of privacy. The organization aimed to secure the women's privacy and help them feel safe in their environment. Enforcing privacy is one of many selfless acts ASF takes to support the women in the program.

Reflections on the organization and its client base

Gauging the public's knowledge of ASF was originally thought to be important in order for us to achieve our goals. However, we adapted our objectives to target donors and volunteers. Because the constituents narrowed from the local community to French speaking donors and volunteers, the sample is no longer representative of the constituents and therefore is negligible for its original purpose. The information did, however, provide clear evidence that the majority of local residents and business owners that we polled do not know about ASF's mission or location.

We also engaged with the unwed mothers but due to the organizations efforts to protect the women's privacy, we were only able to interview two women. Our topics and questions were monitored by one of ASF's employees in an effort to protect the women from uncomfortable or sensitive areas of conversation. The women we interacted with were shy, but their strength was apparent. Drawing from the information regarding norms for women in our literature review, Association Solidarité Féminine accurately highlights the plight of unwed mothers in Morocco.

Cultural Differences

The one aspect of this project that we learned the most about was the challenges faced by unwed mothers in Morocco. Prior coming to Morocco, extensive research was completed on the plight of unwed mothers and women in Morocco. However, spending time alongside a NGO was a different experience. In the United States, any qualified person can research, reach out, and volunteer at a NGO. This was not the case here in Morocco; this is exacerbated by the fact that being an unwed mother is taboo. Although they requested a website be created, ASF prioritized maintaining the women's privacy. Many of the pictures on their Facebook page had faces crossed out. In contrast, almost any website in the United States has personable pictures to aid the website's friendliness. The anonymous stories of the women's lives and inspirational facts about the organization were implemented to serve the same purpose as the pictures.

Overall, our site assessments and informal interviews provided the most information about the organization. The organization's loyalty in protecting the women's privacy was

inspirational. Although it added unforeseen obstacles, it reinforced our production of a website that aids the organization's needs and displays a culturally respectful and positive image.

Chapter 5: Recommendations and Conclusion

At the close of our study, we developed a website template as well as a set of recommendations for the association. ASF is an incredible organization that helps so many women. The women in the organization were able to achieve so much and improve their children's lives, as well as their own, during their time at ASF.

5.1 Recommendations

Our first recommendation is a "Mother of the Month" program. One woman will be highlighted each month for something she did, achieved, or improved upon. This is to encourage the women to keep going above and beyond. Their children are too young to thank their mothers for caring for them. Therefore, "Mother of the Month" will be a positive reminder that the work mothers' do is appreciated. The woman's picture would be displayed inside each ASF site and the woman would get some sort of recognition.

Our second recommendation is specific to the implementation of the website. The template encompasses the best features a website can host and aims to inform and promote ASF. In addition to the main features such as the navigation tab, search bar, and logo, we wanted to highlight additional features that make the website significantly better and of which we want to recommend be implemented on the website. One feature that is beneficial is a "Like us on Facebook" tab that shows the current appearance of the page, as well as if mutual friends like the page before the user clicks the link to go on Facebook. The Facebook page can be liked from the website without even getting transferred to the Facebook page itself. This is a great way to promote their Facebook page and keep their viewers up to date. Additionally, we recommend including an "upcoming events" widget on their website. It allows viewers to quickly see what events are coming up in the next month or so and learn about those events.

Training in Website Development and Maintenance

Our final recommendation is to use this opportunity to start a training program focused on website skills and coding for women. ASF does great things to help women advance and become independent women who have careers and can care for their children. Currently, the women are trained in fields to acquire a job at a restaurant, patisserie, or hammam. These are all

realistic career paths but they are also limiting. ASF could advance their programs to offer a small group of women the chance to work in the computer-based fields. Instead of hiring someone to maintain the website, ASF could start a program where the women update and improve the website. This would save the organization money by not using an outside source, and also add the women's voice, variety, and uniqueness to the website and to the ASF program as a whole. The program could have one "webmaster" who teaches the others how to develop websites and improve upon them. As the mothers graduate from the three-year program, the title of Webmaster can be passed down to those who they have taught. We think this will improve the organization while breaking down the gender disparity in technology fields. ASF has always been a progressive organization, so we believe this is something to consider as a real possibility for the organization.

5.2 Conclusion

The increase in NGO's over the past thirty years combats the inequalities between men and women. Association Solidarité Féminine was the first NGO in Morocco to support unwed mothers. The organization itself has "deconstructed a social cultural taboo in order to change the social perception towards single mothers" (Lambert, 2011). With this in mind, their objective is "to prevent child abandonment by socio-economic rehabilitation of unwed mothers" (Association Solidarité Féminine Reconnue d'utilité publique, n.d.). Due to the negative stigma that unwed mothers faced, the organization tried its best to demote the stigma by protecting and respecting the mother and her child's privacy. The organization's loyalty to preserve the women's privacy was inspirational.

We achieved our goal to develop a website for Association Solidarité Féminine. The conclusions made from the site assessment, informal interviews, and observations reinforced our production of a website that aids to the organizations needs and displays a culturally respectful and positive image. With greater outreach and promotion, the website can facilitate an increase in donations and volunteers. Donations and volunteers continued to be necessary support for the operation of the organization.

In conclusion, further advances can be achieved by the organization by developing new programs within their training curriculum. Promoting a new position as Webmaster would open up new job opportunities for the women. We also recommended that the organization add a "Mother of the Month" program to highlight the mothers accomplishments. With the recommendations provided to the organization and the development of a functional website, Association Solidarité Féminine has the capability to stop "child abandonment by the socio-economic rehabilitation of unwed mothers " (Association Solidarité Féminine Reconnue d'utilité publique, n.d.).

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Appendix A: Informal interview questions for administrators

1. What is your name?

2. What is your position in ASF?

3. How long have you been working for ASF?

4. How does the organization operate on a daily basis?

5. What services do you provide to unwed mothers?

6. How do you promote independency?

7. How long are the mothers apart of the program?

8. What is the age range of the mothers?

9. What is the age range of the children?

10. What area of Morocco do most of the mothers come from?

11. How many women do you accept annually?

12. How much does it cost to support one woman and child per year?

13. Where does the funding for the program come from?

14. Are the women and children allowed to be interview?

15. Do the mothers ever reconnect with their families? What is the percentage?

16. Do the mothers usually find a job after leaving ASF?

Appendix B: Informal interview questions for the constituents

1. Do you know where ASF is?

2. Do you know what ASF is?

3. Would you like to know more about ASF?

Appendix C: Informal interview questions for the client base

1. What is your name?

2. Where were you born?

3. Where did you grow up?

4. How old are you?

5. What is your level of education?

6. How long have you been apart of ASF?

7. How did you find out about ASF

8. Where do you work in the ASF program?

9. What is your favorite part about ASF?

10. What do you plan to do after leaving ASF?

11. What is your favorite color?

12. What do you like to do outside of working

- *When you click on the about us tab a story of how ASF was founded appears alongside a quote from the founder on the mission of the organization. This information is essential to the history of the organization and gives readers an explanation as to the importance of the organization.*

- *When you click on the Support tab you can learn about the different programs offered for the women by ASF. For both unwed mothers and the public it is important to show*

the work being done towards the organizations goal so they understand what the women do and the services the organization provides.

- *When you click on the Locations tab you will be able to find the phone number of each site as well as the address. Allowing people easy access to the location online will help to elevate confusion as to where ASF is located in Casablanca and allow for more customers.*

- *When you click on the Mission tab you will be able to learn about the organizations*

46

purpose, mission, and objective. This is an opportunity to encourage people to visit the sites in Casablanca while also allowing them the ability to make donations online.
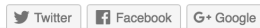
- *When you click on more stories you will be brought to a page full of real life experiences. These stories will be taken from anonymous women in ASF exemplifying the struggle of being an unwed mother in Morocco.*

- *When you click on the Training tab you can learn how the women are placed within the organization. Though this tab is similar to the Support tab they both serve different*

purposes. The training tab specifically outlines the programs offered to the women and the purpose of the programs.

- *When you click on the donate button you will be brought to a page that will prompt you to make a donation to the organization. All NGO's have this page and it is vital to the revenue of the organization.*

- *When you click on the Facebook icon you will be redirected to the Facebook page of the organization where the majority of their information and pictures are currently. Having this icon makes information about the organization easily accessible to the user.*